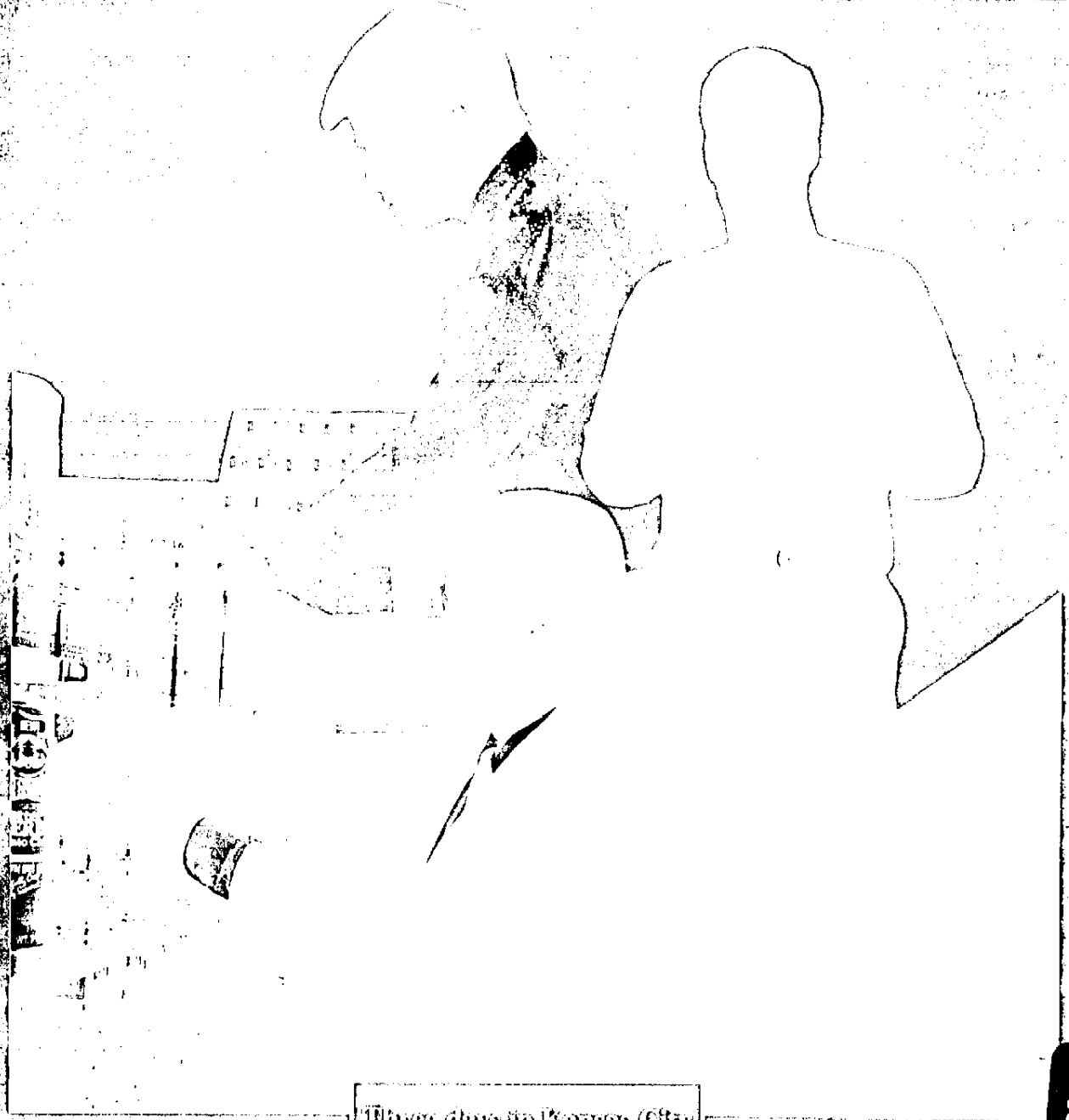
# SALES MERCHANDISER

Business Company / July-August 1983



Three days in Kansas City show similarities and differences

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# Sales fundamentals the same for all

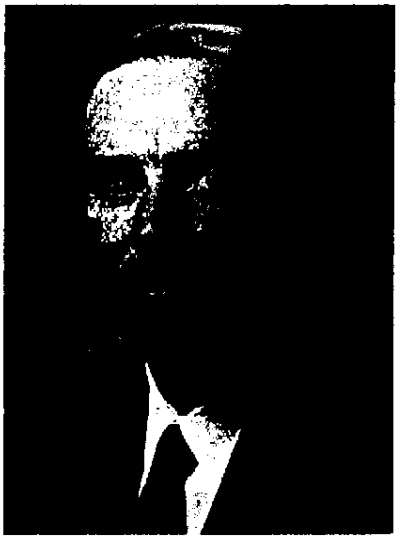
This issue of *Sales Merchandiser* explores a typical work day of three members of the RJR Sales Co. field sales force. They share similar territorial assignments in the greater Kansas City market, but one sells tobacco products; another, Planters products; and still another, confectionery and snacks products.

I believe you will find it interesting to read an account of their day's activity and how they view their responsibilities. You will notice some similarities in their work methods and some differences, as you might expect.

All three sales representatives demonstrate the use of basic fundamentals required for success in the selling profession. They emphasize **service** to their customers. They are genuinely interested in being of service in whatever capacity is required.

They also emphasize **credibility** or rapport with the customer, recognizing the importance of earning customer respect and confidence by keeping the promises they make.

And finally, they don't lose sight of their primary accountability: **sales volume**. They work national promotion campaigns to the fullest by writing large orders and building mass retail displays. They build business for their company and their customers. They look for local opportunities, as well — in merchandising, point-of-sale placements and profit-generating ideas.



They are three individuals, each one unique in the products he represents, yet all strikingly similar in what they feel are the most important aspects of their jobs.

Similarity of purpose is the concept of RJR Sales Co. We sell different products but we pursue the same objective: sales volume for our company. We earn our sales by the service we provide our customers and their confidence in us.

Sincerely,

Yancey W. Ford Jr.
Senior Vice President – Field Sales

**ON THE COVER:**

RJR Sales Co. is a partnership of people, selling different products in different ways, yet with many similarities. *Sales Merchandiser* recently observed those similarities and differences by sharing three work days in the lives of sales representatives in the Kansas City area — (clockwise from top) Russ Gordon selling cigarettes, Gary Mill selling confectionery and snack products and Frank Lovitch selling Planters products. Stories on how the RJR Sales Co. partners work in Kansas City begin on page 4.



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## Reps enjoy orientation

**"We're No. 1!" these tobacco sales reps seem to be saying, as they join South Atlantic Sales Area Vice President J.W. Best for a group photo during the 1988 orientation program. More than 200 sales representatives came to Winston-Salem June 20-24 for the program, which included management presentations, group discussions and tours of the Tobaccoville Manufacturing Center and other company facilities.**

## Baby Ruth boosts children's telethon

RJR Sales and Planters LifeSavers recently teamed up to raise more than $80,000 for the Children's Miracle Network Telethon.

The Planters LifeSavers Baby Ruth candy bar brand is a co-sponsor of the annual telethon, along with Host International Corp., Disneyland and the Osmond Foundation. Funds raised by the telethon support children's hospitals all over the United States.

In conjunction with the telethon, RJR Sales and Planters LifeSavers conducted a special Baby Ruth Children's Miracle Network promotion at concession shops operated by Host International in airports in 22 major cities around the country. Host International pledged a gift of 50 cents for each Baby Ruth bar sold.

More than 810 cases of Baby Ruth were sold during the promotion, which raised more than $80,000 for the telethon.

# Counseling program initiated for RJR Sales Co.

A program that offers free professional counseling and assistance with a wide variety of problems has been implemented for employees of RJR Sales Co. and their families.

RJR has contracted with CIGNA Corp., which specializes in assisting employee groups and families, to provide an Employee Assistance Program (EAP) — similar to counseling services available to Winston-Salem-based employees — for sales employees and their immediate family members in field locations nationwide.

"Our objective with this program is to give sales employees and their family members the opportunity to seek the help they need with a whole gamut of problems at the earliest possible time, before the problems have a serious impact on their personal lives or job performance," says J.M. Lanterna, group manager – sales training and development.

Problems most commonly handled by assistance programs include marital and family difficulties, drug and alcohol abuse, stress, depression, job pressure and financial worries, says Rodney Brown, director – employee counseling.

"CIGNA will provide consultation and assessment to determine the exact nature of the problem and assistance in arranging for further, more intensive or specialized treatment, if necessary," Brown says. Continued treatment is coordinated with other employee health coverage to keep cost to a minimum, he adds.

"We believe that people can solve their own problems, if they are working on the right problem and if they catch it early enough," says Rick Kinyon, director of employee assistance programs for CIGNA. "The EAP program is designed to offer quick, confidential, free access to trained, licensed counselors for consultation, diagnosis and planning and arranging further professional treatment, as needed."

The program is voluntary, and 85 to 90 percent of EAP participants seek help on their own. Employees or family members can call a toll-free number to request a consultation or assistance, which is arranged quickly and confidentially.

Details of diagnosis and treatment are kept strictly confidential and in most cases, neither the employer nor anyone else even knows that the employee has sought assistance, Lanterna notes.

Brochures describing the program have been distributed to all RJR Sales employees and managers, Lanterna says. Videos about the program also have been sent to all tobacco regional sales offices and Planters LifeSavers division offices, for eventual viewing by all employees, he adds.

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# Early start, careful planning are essential

*Editor's Note:* Sales Merchandiser *recently spent a day on the trade in the heartland of Kansas and Missouri with sales reps from the Kansas City confectionery and snacks, tobacco and Planters divisions. The following pages are devoted to some impressions of these days in the lives of RJR Sales Co. reps.*

"This is my most productive time -- from 7:30 to 11 a.m.," says Sales Representative Gary Mill, as he heads for his assignment in the Kansas City confectionery and snacks sales division.

By 8 a.m., the temperature is already climbing into the mid-80s as the sun mounts in the cloudless, blue Midwestern sky. Mill, who has been selling for C&S here since graduating from the University of Wisconsin three years ago, likes to get an early start.

"It's easier to work the front-end racks before the customers start filling up the checklanes," Mill explains. "You're also more likely to find the manager in and he's more likely to be available.

"Most of the time, you only get a couple of minutes for selling, and it takes time to gain rapport," Mill says. "In this job, you really have to plan your time well."

Mill has a lot of ground to cover, calling on high-volume supermarkets and wholesalers in the whole northwestern quadrant of Missouri. This is an average-size assignment for the division, which covers Kansas, Oklahoma, Nebraska and parts of Missouri, Iowa and South Dakota, says Division Manager John Giesler. Giesler recently moved to C&S from tobacco sales.

The division's two key account managers call on grocery wholesalers and suppliers, and four account managers are responsible for candy and tobacco jobbers and military accounts, Giesler adds. Part-timers help, but the reps still bear most of the merchandising load, from setting up gum and candy racks to keeping them filled, he notes.

Maintaining coverage and call frequency are major challenges for the C&S sales force, and managers and reps alike are eagerly awaiting implementation of the hand-held computer and other computerized selling systems by the end of the year, Giesler says.

**Checking product freshness codes is an important part of every call.**

"Use of the computer will give me a lot more time in the field, and you need that feedback from the field to be an effective manager. Fast and accurate handling of data also builds credibility and rapport with the retailers, and that's a major sales advantage."

With a quarter-end buying cycle just completed and many store managers still on vacation after a holiday weekend, Mill plans to spend most of this day merchandising, rotating and checking stock in his calls around Blue Springs, Mo., a Kansas City suburb.

As he checks merchandise and fills in his report and order forms at Jerry's United Super grocery, Mill jokes that his experience as a varsity hockey goalie in college helped him develop the qualities of independence and concentration that he needs in the field.

"You do everything on your own, from selling to setting the store. You work on pure rapport, because your plan-o-grams are not fixed, and each store is different."

**Price Chopper Combo store is the largest supermarket in Gary Mill's assignment.**



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A close relationship with store managers helps Mill cover his assignment using "return sheets" as a selling aid. The sheets describe specific incentive offers for various gum and candy items. Calling at least every two weeks, Mill leaves the sheets after a presentation or if the manager or buyer is out, and the retailer fills in his order and "returns" it to Mill.

Mill's next call shows the diversity of his assignment. It is another United Super, but uses different merchandising.

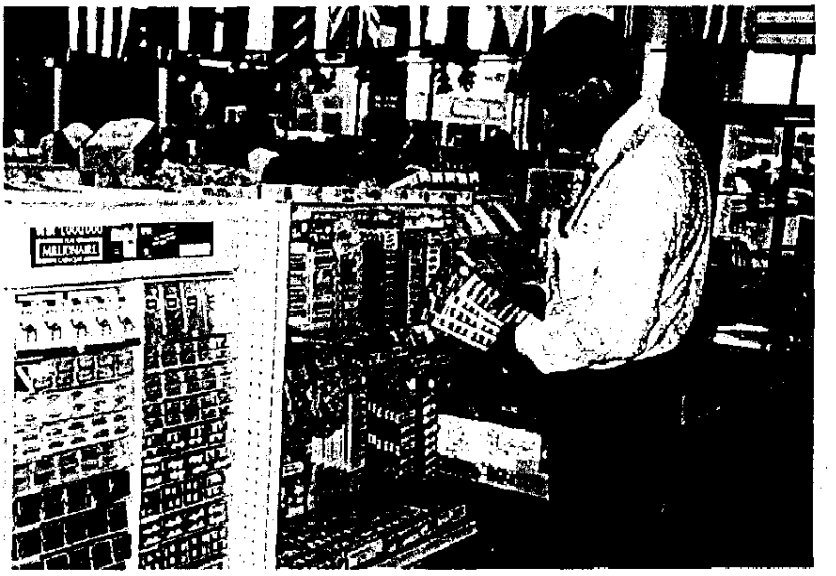
"We sell SCORE (Segment Confections for Optimum Reach and Efficiency), to merchandise for maximum effectiveness, but the stores come in with their own plans, and you've always got to fight for space. That's where you hope you've got the rapport that will get you the display and distribution you want."

Merchandising is thus a unique challenge in each call, Mill says.

"There are a lot of similarities among C&S, tobacco and Planters, but there are differences, too," he explains.

Box warehouse supermarkets such as Price Chopper, Mill's next stop, offer volume opportunities but require careful attention from the rep because of limited store personnel and merchandising time, Mill says.

**Division Manager John Giesler and Mill review current promotions before Mill heads for his first sales call of the day.**



**RJR cigarette brands and C&S products share key checklane position in many stores.**

At Price Chopper, for example, Mill uses a drop shipment of gum to fill spinner racks with Care*Free and Bubble Yum. Then he climbs over mountains of cartons in the stock room, hunting more cases of product. He leaves the cases at the front of the store, to make it easier for the clerk in charge of the gum and candy section to fill the racks.

"The more you stock, the more you sell," Mill says, as he heads for a nearby K-Mart. Here he picks up outdated product and checks cases of competitive product for new styles and flavors.

High-volume outlets such as Wal-Mart, Mill's first call after a hurried lunch, are "fun to sell, because we can really move the product through. It's a pleasure to come in with new products and flavors and see results."

Noting a special on single-serve bags of Planters peanuts, which are sold by C&S reps, Mill jokes with a buyer: "You threw me out the door last time, but I hear you saying 'Planters 100-count' now."

"Yeah," the buyer replies with a grin. "You just kept coming back, didn't you?"

Mill's persistence pays off again today. The buyer turns down a deal on Planters crackers, but Mill steers the conversation around to seasonal promotions, and the buyer eventually agrees to accept a Halloween haunted-house display. "You've got to give them something," he comments later. "You've always got to have something to come back with."

As Mill works his way through afternoon calls at Super Food Barn, Osco Drug and another Price Chopper — this one the largest supermarket in the area, complete with drive-through deli and bakery sections — he explains the importance of advance planning for the important seasonal segments of C&S business.

"We've shipped product for back-to-school and we're about through selling for Halloween," he says. "We're selling now for Christmas, and after Halloween we'll write a lot of major orders just to restock everybody's shelves."

As Mill heads west for home, into a hazy summer sunset, he explains that he follows a systematic selling approach — but emphasizes that a good relationship with the retailer remains all-important.

"Once you gain that rapport, you can write your own regular orders, and they'll be willing to take a chance on special promotions," Mill says. "If they know you and trust you, you'll make the sale."

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# Dependability builds rapport with customers

Russ Gordon's first sales call of the day is in the heart of Truman Country — a small wholesaler in downtown Independence, Mo., the late President Harry Truman's hometown.

Every summer, tourists visiting Truman historical sites crowd Independence, an eastern suburb of Kansas City, Mo. As an area sales representative in the Kansas City tobacco sales division, Gordon's job is to ensure that visitors and residents who smoke RJR brands will find them easily around Independence.

"I just finished the big end-of-quarter sell-in, as you can probably tell," Gordon says, as he squeezes between floor-to-ceiling towers of cases of RJR cigarette brands at M.S. White Wholesale.

"Everybody should be well stocked on major brands, so what I'll be doing mostly today is checking for gaps on brands and styles, merchandising and selling additional floor-base displays for core brands and Doral."

Division Manager Dean Brendel says his sales reps cover the northwest quadrant of Missouri with a blend of "experience and youthful exuberance."

"There's a lot of exciting opportunities and possibilities for new business and overlooked business," Brendel says. "We've got good programs and quality products, and the new management structure and the computerization of our systems help me plan volume-building projects and develop strategies to increase our business."

Gordon has been working for RJR Sales since graduating from Central Missouri State University three years ago. His assignment includes two wholesalers and about 100 retail calls in eastern Kansas City and its suburbs, including Blue Springs and Raytown. Many of the regular orders are handled through chain headquarters, "but I can sell in extra cigarettes almost anywhere," Gordon says.

At M.S. White, Gordon phones in a five-case order to fill in distribution gaps he has noticed. A close relationship with the wholesaler leaves him free to place the order on his own, he notes.

"They know I'll be in every week, and that I'll do what I say I'll do, and that it'll be what they want," Gordon explains. "Dependability builds rapport."

Russ Gordon phones in an order from one of his wholesale accounts.

## Places tax stamps

Later in the morning, at the Cash Saver supermarket in Raytown, Gordon merchandises end-cap Flex carton and package units, which he originally placed in the store; pulls outdated product and changes advertising signs on the fixtures.

Because almost every town where he makes calls is a different taxing jurisdiction, Gordon must spend extra time affixing the proper tax stamps to any product he places in the store.

"Doral is doing real well, here and in all my calls," Gordon says. "Even with the competition using $2-off coupons, I can really see the movement since I was here last, two weeks ago."

Because of the heavy competitive pressure and to capitalize on the Doral volume opportunity in the store, Gordon suggests addition of a Doral floor-base pack and carton display. The cigarette buyer readily agrees.

Gordon also proposes two floor-base displays of Winston and Salem, with $2-off coupons, to support the Millionaire Cash Quiz promotion.

"Millionaire Cash Quiz has really been popular around here," he explains. "Retailers tell us their regular customers are switching from competitive brands to play.



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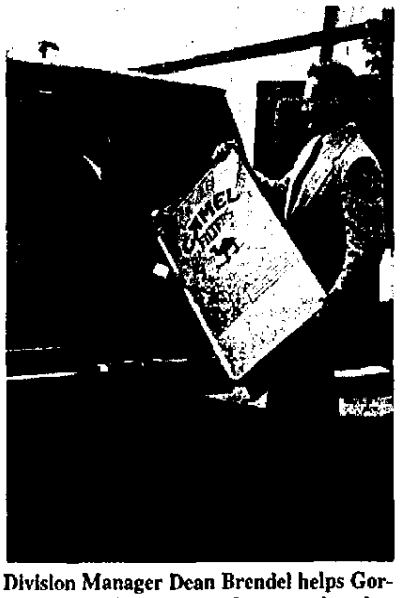
"The Camel package program has also been a big success," Gordon adds. "We gave away more than 13,000 T-shirts in two weeks," he says.

The buyer accepts two core-brand displays. Gordon places advance Millionaire Cash Quiz advertising materials and punches the order into his hand-held computer. He records this call, as he does all his calls, in a calendar book that he carries with him, and enters the call on his monthly planning schedule.

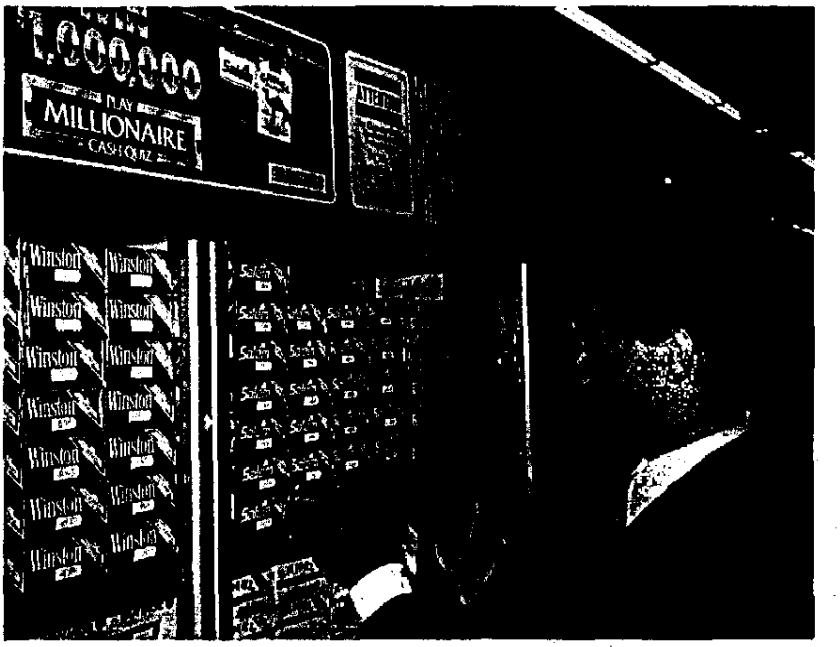
Gordon also notes the delivery date of the product for the floor-base displays in a few days, so he will be there to set them up, as promised.

"That's the dependability factor again," he explains. "I've been coming in here for three years, and they know I'll be back the day the product arrives, or the next morning, to set the display up. Service is important, as well as retailer confidence in our products and in our ability to move them."

Later in the day Gordon calls on a Price Chopper on the edge of Kansas City that he says is his second-busiest account. "The busiest one is the Price Chopper in Blue Springs," he adds. "I try to call on these two stores weekly. Because of the volume they do, they get shipments of cigarettes almost every day."




**Division Manager Dean Brendel helps Gordon load a Camel ground-mount sign that will replace a competitive sign at a store.**




**Merchandising, including the placement and servicing of fixtures like this Flex electronic-security unit, "is one of our strong points," Gordon says.**

At Price Chopper, Gordon merchandises an electronic security Flex unit and a customized package merchandiser, both fixtures that he originally placed in the store. He sells the manager two floor-base displays, one of Winston and Salem for Millionaire Cash Quiz and one of Doral.

"I tried to sell him two and one," Gordon says, as he places Millionaire Cash Quiz materials and new Doral price signs. "But he said he didn't want that many displays up at one time. Once he sees how they do, I'll try again." As he notes the delivery date on his calendar, he frowns. "That's going to be a busy day, with all those displays to put up," he says.

So when Gordon sells another Doral floor-base display at his last call of the day, Stevenson's Thriftway in Kansas City, he schedules delivery for a different day, to ensure the best possible service. Salem and Camel floor-base displays already in place here bear witness to results gained in earlier calls.

Gordon also seizes another opportunity: Pulling into the store's parking lot, he noticed Marlboro ground-mount signs have been placed at two entry points — but no prices are attached in the pricing areas at the bottom of the signs.

"With no price, those signs aren't doing a thing for your volume," Gordon tells the buyer. "Let me put in a couple of Camel signs, and I'll keep the prices on there and they'll do you some good."

The buyer agrees. Gordon plans an unscheduled stop at the division back room, to pick up the signs on his way home.

"I've been doing a lot of merchandising today, but merchandising is important, too — it's one of our strong points," Gordon reflects as he heads westward through Kansas City. "The retailers know that we can deliver on products and service, and that gives us real credibility.

"When you've got the confidence of the customer, you can sell to him," Gordon says. "All you have to do is listen and learn what the customer wants, and give it to him."

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# Mr. Peanut is popular promotion 'partner'

It's 8 a.m., and Frank Lovitch is headed for Topeka on Interstate 70 with the Kansas sunrise over his left shoulder. He is talking about his "partner."

"He takes up a lot of room in the car, with that big, rigid body and the hat," Lovitch says. "Sometimes, when the car is already full of stuff, you just have to put him on the bus.

"He can be a lot of trouble, but boy, can he sell product," Lovitch says. "A lot of the big chains won't let us do anything for a grand opening or a big sale unless we bring him along."

Lovitch is talking about Mr. Peanut, the embodiment of the Planters brand since 1916 and one of the most widely recognized product symbols in the world. Lovitch is a sales representative in the Kansas City Planters sales division, and a Mr. Peanut suit is one of the big guns in his arsenal of sales materials.

"People know who Mr. Peanut is, instantly, and they really respond to him," Lovitch says. "Wal-Mart always wants him for grand openings, and they also like the Mr. Peanut cold-air balloon," a giant Mr. Peanut figure that is kept inflated by a motor-driven air pump.

Lovitch calls on Hypermart USA in Topeka, Kan. Part of the Wal-Mart organization, it is one of the largest stores in the United States.

This Osco Drug in Topeka, Kan., has a 30-foot nut section, one of the largest Frank Lovitch has ever placed in his assignment.

Appearances by Mr. Peanut are planned six to eight weeks ahead, Lovitch explains. "We order in product for a big display, and cases of samples, and we hire someone, usually a store employee, to walk around in the suit, handing out samples.

"We've also done some popcorn promotions, with a professional demonstrator popping our popcorn right in the store," Lovitch adds. "You fill the store with the smell of fresh popcorn and then you give out samples — it's really effective."

## Promotions important

Promotions are an important element in the Planters strategy for covering high-volume outlets in an area where distances can be as vast as the prairie, stores are often huge and many consumers shop for groceries less frequently and buy in mass quantities, says Ronnie Sims, Planters Kansas City division sales manager.

Sims directs the far-flung efforts of sales reps who call on drugstores and mass merchandisers like K-Mart and Wal-Mart in Kansas, Nebraska and parts of Missouri, Arkansas, South Dakota and Iowa. Other classes of trade are covered by brokers.

"It takes extra planning and longer lead times to maintain coverage," Sims says. "You need samples and materials to show the retailer deals as early as possible."

Sims is looking forward to computerization, including hand-held units; expanded merchandising support and other benefits of the RJR-Planters LifeSavers partnership. "We're going to get bigger and better, with a lot more opportunity for growth," he says.

Lovitch has worked for Planters for 18 years, since graduating from Kansas State University. His present assignment includes parts of Kansas, Missouri and Arkansas.

"I enjoy being out in the field," Lovitch says. "The job is different every day, and the people are great. You get to know your buyers, and when they get to know you and they know you'll take care of things, they'll work with you."

Some buyers require reps to make appointments weeks in advance, and may

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offer only a few minutes of sales time after a wait of an hour or more, Lovitch says. Advance preparation, instant knowledge of product and deal information and timely sales materials are thus vitally important, he explains.

In Topeka, Lovitch calls on Hypermart USA, a vast box warehouse store where he set up the nut department before a grand opening a few months ago.

Hypermart, part of the Wal-Mart organization, is one of the largest retail stores in the United States. It resembles a blimp hangar, with 250,000 square feet of floor space and boxes of products stacked to the ceiling, three stories up. The store has 42 checklanes and clerks glide from place to place on roller skates, delivering messages and running errands.

Lovitch checks in at the front of the store and leaves word that he will be in the nut section whenever the buyer can stop by. He checks stock carefully, noting what needs to be ordered by the time the harried-looking buyer arrives.

Lovitch sells a regular order and presents several deals. He leaves materials for the buyer to study later, but he sells from memory, with total recall of all product data — a necessary skill, he explains.

## Product knowledge key

"If you go in with one deal and he says no to that but what else have you got, you can't fumble around in the book or run back out to the car for another sheet. You've got to know, or you'll lose him."

Lovitch's product knowledge saves another Topeka customer some money later in the day. Calling on an Osco Drug with a 30-foot nut section, one of the largest he has ever set, he spies a note taped to the nut shelf. It states that one size jar of peanuts is being offered at a bargain price, in place of an advertised offer for a size that is out of stock.

But Lovitch checks the back room and immediately spots a stack of cases of the missing product, which he recognizes from across the room by the code number. He notifies a clerk, who begins restocking the shelf with the jars of peanuts advertised.

"They ought to appreciate that," Lovitch says, noting that the replacement offer was losing the store money with every jar sold, compared with a small profit from the advertised offer.

Other calls — including an Alco store and a Walgreens in Topeka and a Wal-Mart in Olathe — follow a similar format: Lovitch checks stock, merchandises racks, picks up damaged and out-of-date product, writes orders and presents special deals, including promotions as far in advance as Christmas.

By the end of the day, Lovitch has worked his way back to Kansas City, where he inventories product and writes orders at Barber & Sons Wholesale, ensuring an adequate supply of everything he has sold.

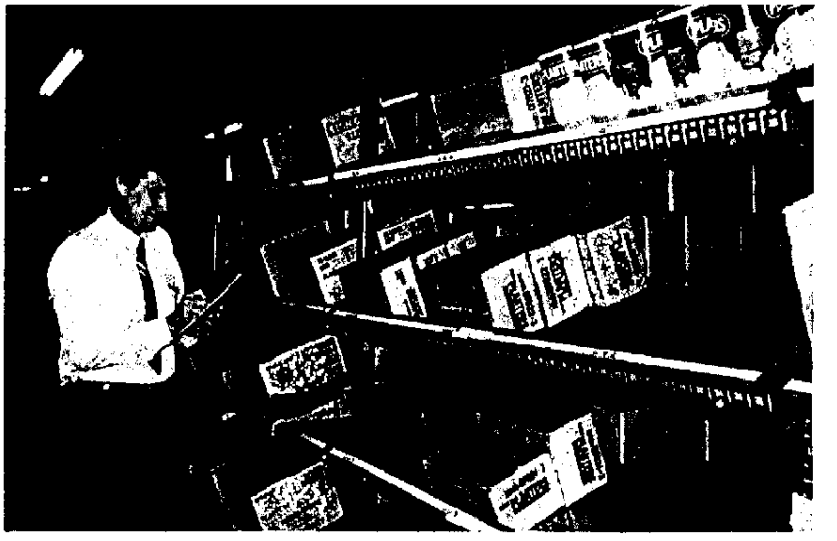
In most of his calls, Lovitch writes his own orders, which are usually approved without changes. Trust and rapport built on years of service make this possible, he explains.

"They've got to know that when you say you'll do something, you'll do it," Lovitch explains. "Today, I made one call just to check on whether somebody got a credit memo I had promised. You stop out on the road and call, if you have to.

**Lovitch previews day's calls with Ronnie Sims, division sales manager.**

"You've got to know how to listen, too. You listen to their complaints and deal with them, and you let them tell you what they want, and sell them that.

"When they know you'll be there, that you follow up and take care of them and the product, then when the time comes for that big order or that new rack or a bigger nut department, who do you think they're going to call?"



**Adequate warehouse stock must be maintained to support retail sales activity.**

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# RJR Sales representatives are 'smokin' in Spokane'

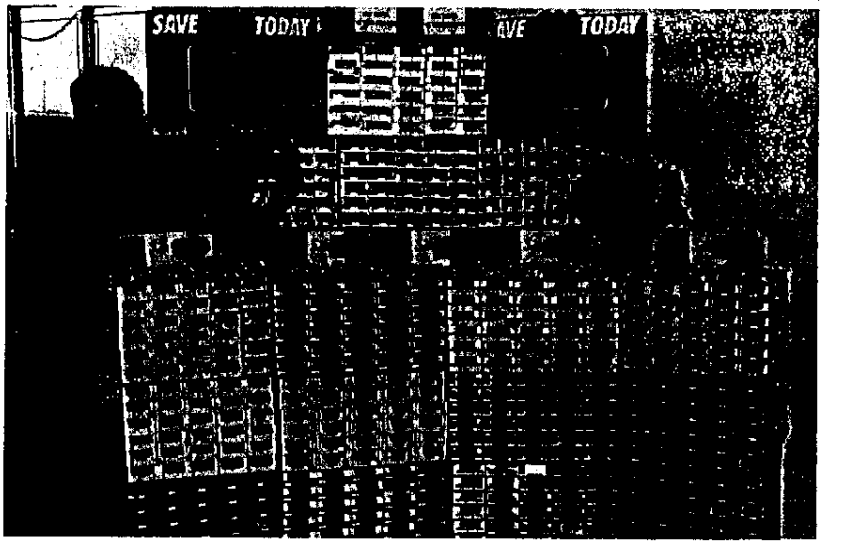
RJR sales are "smokin' in Spokane," thanks to the efforts of Division Manager **Tom Hartman** and his successful sellers in the Spokane, Wash., division.

During a recent quarterly volume promotion, the division's sales representatives sold more than 170,000 cartons through their booking efforts and placed more than 73,000 cartons on supplemental floor-base displays.

Leading the volume pack was Area Sales Representative **A.J. Nacke**, who sold almost 46,000 cartons and placed more than 21,500 cartons on display. Area Sales Representative **B.A. Johnson** sold almost 35,000 cartons and displayed almost 20,000 cartons, including maintaining a 20-case floor display at Hauser Smokeshop in Idaho throughout the volume promotion, and placing a 460-carton display at Tidyman's in Post Falls, Idaho.

Area Sales Representative **W.H. Winters** capitalized on the high-volume outlets in his Washington-Oregon border area assignment. Winters sold more than 27,000 cartons and displayed almost 13,000 cartons, including ongoing 1,000-carton mass floor displays in Griggs and Danielson's markets in Milton-Freewater, Ore.

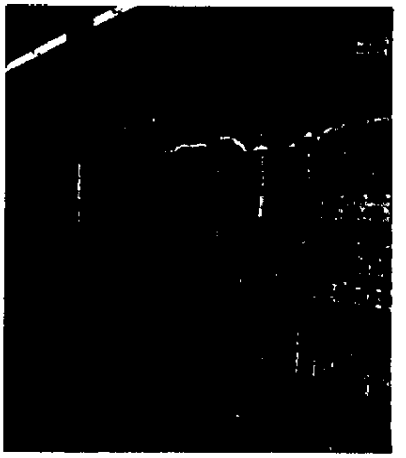
Also contributing to Spokane's record volume figures were the efforts of Area Sales Representatives **Kathy Caillier, S.K. Snyder, T.E. Hadley, C.W. Merritt, H.A. Norris, R.S. Brouwers** and **J.M. White**.




**A 600-carton mass display was placed at Little Brown's Smokeshop by Area Sales Representative S.K. Snyder of the Spokane, Wash., division.**

Caillier boosted volume at the competition's expense when she crowned two years of persistence in presentations by selling Okanogan Food Depot on 18 feet of Flex. The new Flex unit replaces 12 feet of dealer shelving with Philip Morris products displayed on the top two shelves.

Caillier also replaced a PM end-cap carton fixture with a larger Flex end cap at Randall's Foods and sold Brewster IGA on converting from non-self-service merchandising to self-service Flex for carton sales and RJR package fixtures at each checkstand. Caillier also placed a 20-case mass floor display at the Trading Post store in Nespelem, Wash.



**Flex was placed at Okanogan Food Depot by Area Sales Representative Kathy Caillier.**

# Albers creates victory from defeat

G.L. Albers, chain accounts manager in the Indianapolis chain division, used persistence and professionalism to turn defeat into victory for RJR merchandising recently.

This sales success story began with a setback for RJR, as Philip Morris successfully presented its merchandising system to the executive management of Indiana Grocery, a 27-store supermarket chain based in Indianapolis. The competitive cowboy was riding high in 1987, as PM units replaced RJR fixtures throughout the Indiana Grocery chain.

But, thanks to Albers' dogged determination, the cowboy was riding for a fall. Albers took the PM victory as a challenge and an opportunity, and continued to present the RJR merchandising program to Indiana Grocery management during 1987 and on into this year.

Persistence and professionalism finally prevailed, as Albers sold the chain on converting back to RJR merchandising. All 27 Indiana Grocery supermarkets have returned to RJR fixtures.



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Source: https://www.industrydocuments.ucsf.edu/docs/tnfn0000

# SALES SUCCESSES

## Planters hits 'Target' for big volume boost

The Planters central region staff recently took careful aim at an important retailer "target" — and scored a distribution bull's-eye that should boost volume significantly.

Central Region Account Manager **Jan Peconga**, Region Marketing Manager **John Fay** and Region Merchandising Manager **Ted Andrusyszyn** presented a new distribution proposal to Target Stores that resulted in the addition of 10 Planters cello items and 4 four can and jar items. Planters now accounts for 65 percent of the nut section, up from 28 percent last year.

In another sales success, Peconga sold Grandpa Pidgeons, a seven-store chain in the St. Louis, Mo., area, on advertising for Memorial Day and Fourth of July 401 Snacks promotions. The chain bought 1,395 cases, 60 cases more than last year, for Memorial Day, and 1,000 cases, a 50 percent increase, for the Fourth.

## Display strategy scores in N. Florida

The North Florida region recently demonstrated that the first competitive battle any successful seller must win is the contest to capture the consumer's attention.

North Florida devised and executed a strategy designed to capture a dynamic and effective display presence for the 50-cents-off-two-packs offer in support of the Millionaire Cash Quiz promotion. The region concentrated its full efforts on placing self-service pedestal displays, with outstanding results, reports **R.P. Dotson**, regional manager.

"Managers and sales representatives alike have been astounded by the acceptance of self-service pedestal displays," Dotson says. More than 1,100 of the displays have been placed, including units in a number of major chains.

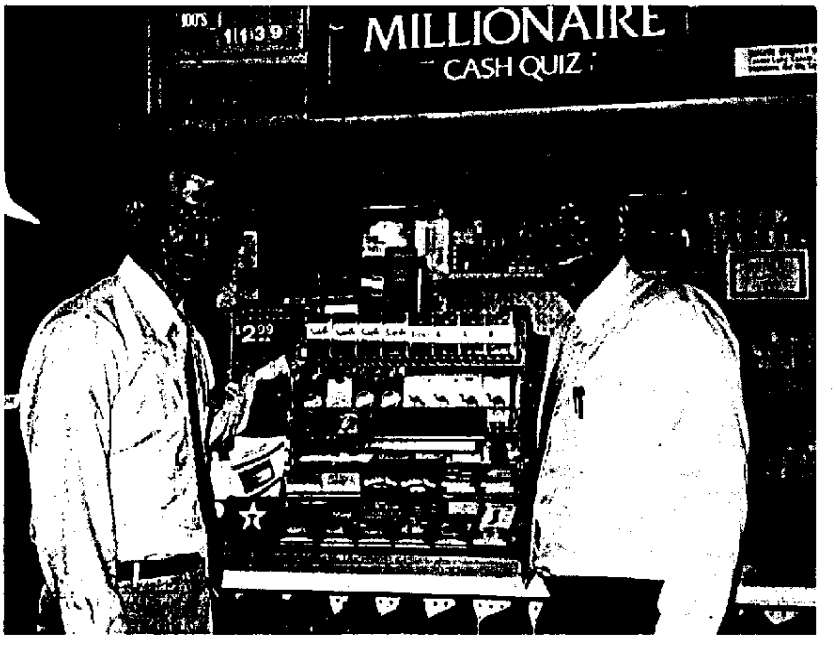
## Promotions paying off in Los Angeles

The successful sellers in the Los Angeles Planters division have been chalking up some significant volume achievements recently.

Working with his major chains, Key Account Manager **Bruce Litke** has scored with both promotional and basic turn orders. At Thrifty Drug, a tie-in offer for a six-pack of soft drinks and Planters Premium Select Microwave Popcorn has been arranged, with a coupon ad scheduled this month. Orders are expected to total 3,000 to 3,500 cases.

At Fedco, where distribution of Planters products was recently achieved, initial refill orders of 2,600 cases of product have been secured. Distribution has been expanded at Osco, with the addition of 401 Snacks to the chain's plan-o-gram.

Sales Representative **Bob Meseck** sold Clark's Drug a truckload of Planters Premium Select Microwave Popcorn to support a Fourth of July promotion. Meseck also sold 1,200 cases of assorted cello to Core Mark to conclude a month-long cello drive.




**A combined counter merchandising fixture for cigarettes, gum and candy was devised by PLS Account Manager Steve Warner and tobacco Area Sales Representative Kevin Driscoll.**

## Two Florida reps 'get it together'

"Getting it together" for a "Future of Opportunity" is more than just an annual meeting slogan for **Steve Warner**, PLS account manager in Orlando, Fla., and **Kevin Driscoll**, area sales representative in the Orlando tobacco sales division.

Warner recently had an idea for a combined counter merchandising fixture for cigarettes, gum and candy items. He and Driscoll put their heads together to merge existing PLS and cigarette counter display racks into a joint fixture.

The new fixture has been tested in Rally Food Stores, a small convenience chain in Kissimmee, Fla., with excellent results. Warner and Driscoll report increased sales of cigarettes, gum and candy, as well as the lighters that are merchandised on the sides of the rack.

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Source: https://www.industrydocuments.ucsf.edu/docs/tnfn0000

# Tennessee area is becoming 'Planters Country'

The area around Nashville, Tenn., is best known for country music, but it is now known as "Planters Country," after a recent series of successful sales programs staged by the Nashville Planters division.

In East Ridge, Tenn., a suburb of Chattanooga, Tenn., Nashville division representatives recently built the largest Planters display in history, with 7,414 cases of product on display at the local K-Mart store. The four-day K-Mart sale was supported by local print media, in-store giveaways, product rebates, samples and the Mr. Peanut cold-air balloon. Sales totaled more than $138,000.

Sales Representative **Tim Duncan** sold K-Mart on the project and was assisted in building the giant display by Division Manager **Steve Haverly**, Region Marketing Manager **Vin Rogers**, Region Accounts Manager **Mike Curtis** and Sales Representative **Lee Connell**.

Duncan also recently sold the K-Mart in Sevierville, Tenn., on a mass display with 1,825 cases of product for the store's annual Outdoor Sale event. The display marked the fourth year in a row that Planters products have been prominently featured at the sale.

The sale was supported by the Mr. Peanut cold-air balloon and a personal appearance by Mr. Peanut, who handed out samples.

**Mr. Peanut cold-air balloon presides over outdoor sale at Sevierville, Tenn., K-Mart.**

**The largest Planters display in history, at K-Mart in East Ridge, Tenn., featured products manufactured nearby, at the Planters factory in Chattanooga, Tenn.**

**Area Sales Representative Nicole Horton sold K-Mart in Sevierville, Tenn., on a month-long promotion for National Peanut Month.**

The Nashville division also sold 20 Nashville-area K-Marts on a month-long Planters promotion to celebrate National Peanut Month. The promotion was advertised in newspapers and on radio, and each store was provided with a premium item to give away to a winner who correctly guessed the number of peanuts in a 24-ounce jar of Planters Dry-Roasted Peanuts.

K-Mart ordered 5,654 cases of product for the sale, and the promotion achieved a 90 percent sell-through. Division personnel involved were Key Account Manager **Terry Hodge**, Sales Representative **Nicole Horton**, Haverly and Connell.

## RJR reps win sales showdowns around Virginia

RJR Sales Co. always enjoys beating the competitive cowboy to the draw anywhere. But victory is even sweeter when it comes in the heart of Marlboro Country, in the Richmond, Va., region. RJR came out on top in two recent sales showdowns in the region.

Area Sales Representative **Margaret Harker** of the Richmond division sold Ashland Texico a 10-foot Flex unit, replacing three Philip Morris carton fixtures. Ashland is a high-volume carton outlet located at a busy interchange of Interstate 95.

And in the Roanoke, Va., division, Area Sales Representative **R.R. Griffitts** sold Shop-EZ in Dublin, Va., an 11-foot Flex unit with a 3-foot section for Doral and generics. This set replaced a Philip Morris compact-impact program and a Cambridge Savings center.

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Source: https://www.industrydocuments.ucsf.edu/docs/tnfn0000

# SALES SUCCESSES

## Retailer makes winning display permanent fixture

Mass displays can become a permanent element of a successful sales strategy for a retailer, as Area Sales Representative **Pam Arthun** of the North Denver division recently learned.

Arthun placed a 400-carton Doral mass display at Dan's County Market in Cheyenne, Wyo. This was a significant accomplishment in itself, but it was only a beginning for Arthun.

The retailer was so impressed by the appearance of the display and the sales results it produced that he agreed to leave it up permanently. Now the display is making a regular contribution to the retailer's profits and the division's display and volume objectives.

## Motor City chain knows the SCORE

Planters LifeSavers sales have revved up in the Motor City, due to the efforts of key account managers in the Detroit division.

SCORE is the key to better selling of confectionery and snack items, and Key Account Manager **John Wielhouwer** has sold Farmer Jack, a 90-store grocery chain in Detroit, on SCORE merchandising principles.

All Farmer Jack front ends are now being reset to reflect SCORE plan-o-gramming. Distribution of nine new items and 11 facings was gained.

Meanwhile, Key Account Manager **Mark Steinberg** sold two truckloads of Planters 401 Snacks to F&M Distributors, for display in July. F&M used the 401 Snack pallet program to order a total of 4,368 assorted cases of product.

## 'Hammer' pounds the competition

Around the Toledo, Ohio, division, they call Special Accounts Manager **Matt Hammond** "The Hammer" — but only the competition truly appreciates the significance of the nickname.

Hammond recently "hammered" the competitive cowboy mercilessly in the 16-store CWC chain. He placed RJR Flex carton fixtures in eight stores, replacing four Philip Morris carton units and converting four stores to self-service. Hammond also placed RJR package fixtures in eight stores, replacing PM merchandisers, and placed 12 Doral Savings Centers, replacing PM units.

In the 12-store Chief's Market chain, it was Brown & Williamson's turn to get pounded, as Hammond replaced 11 B&W gondola end frames with RJR gondola end frames. He also replaced RJR universal carton merchandisers with Flex units in six stores.

## Mr. Peanut busy in Seattle division

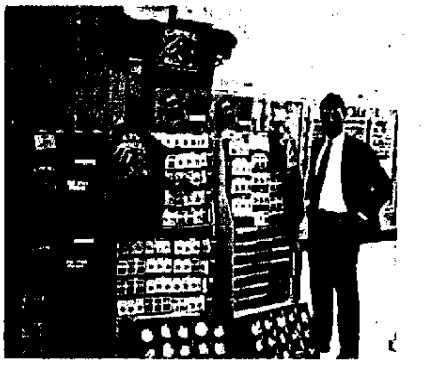
Mr. Peanut is more than just one of the most widely-recognized consumer-products symbols in the world. He is also a hard-working partner who can help boost sales of Planters products wherever he appears, either in person or in the form of the Mr. Peanut cold-air balloon.

The Seattle division understands the value of Mr. Peanut, and has been making the balloon figure a regular feature of weekend promotions for Planters nut, snack and popcorn promotions, reports Division Manager **Joe Leonard**. Mr. Peanut flew in support of a sale somewhere in the division every weekend between May 20 and July 29, Leonard says.

## 401 Snacks a hit in Northeast area

Planters Northeast Region Manager **Bob Arnold** reports substantial success recently in selling store chains in the Northeast on the 401 Snacks line of products. The CVS chain bought 8,480 cases of 401 snacks for an advertisement promotion in late June. The chain also bought 3,050 cases of 12-ounce Cocktail Peanuts and Honey-Roasted Peanuts.

The Jamesway chain also recently bought 1,600 cases of product, including Mixed Nuts, Honey-Roasted Mixed Nuts, Cashew Halves and 401 snacks, and included the Planters items in the chain's advertising.



**Sales Representative Todd Wagner of the Flint, Mich., division helped Old Joe celebrate his 75th birthday recently with this 2,400-pack display of Camel, complete with party mugs and T-shirts, at Pinny Food Center in Pinconning, Mich.**

## Denver reps rise to Doral challenge

When sales representatives in the South Denver division were challenged recently to increase Doral sales in the division by 30 percent, Sales Representative **Jack Engler** rose to the challenge.

In a single month, Engler placed 76 Doral 90-carton floor-base displays. Engler displayed 114 cases of Doral, all with $1-off coupons.

To support the display program in the Loco Food Stores chain, Engler customized Camel curb-mount signs to feature Doral "Seal of Excellence" advertising. Doral sales increased by 42 percent for the month in the Loco chain, while Cambridge sales declined by 61 percent.

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Source: https://www.industrydocuments.ucsf.edu/docs/tnfn0000

# Reps design new call bag

RJR Sales Co. is producing a new call bag for use by tobacco, Planters and confectionery and snacks sales representatives nationwide.

The design of the new call bag is based on comments from the field and the work of a task force of 12 tobacco, Planters and C&S reps who visited the home office recently to exchange ideas and discuss design features for the bag.

"We wanted the end users, the sales reps themselves, to design the new bag," says Cecelia Baecher, manager – sales training and development.

The new call bag resembles a briefcase, with an interior compartment for the hand-held computer and space for order books, brochures and binders, Baecher says.

After final details are worked out and manufacturers are selected, the new bag will be issued first to Planters and C&S reps, in conjunction with the national introduction of the hand-held computer for those groups in the fourth quarter of 1988, she says. New bags will be issued to tobacco reps early next year, she adds.

Task force members were: Sales Representative Mike Carey, tobacco, Grand Rapids, Mich.; Area Sales Representative M.J. Cobucci, tobacco, Brooklyn, N.Y.; Sales Representative Neal Dudley, C&S, Columbia, S.C.; Area Sales Representative J.O. Faulkner, tobacco, Annapolis, Md.; Area Sales Representative R.L. Fox, tobacco, Richmond, Va.; Sales Representative Greg Keesey, C&S, Knoxville, Tenn.; Sales Representative Michaela Maloney, Planters, Pittsburgh; Area Sales Representative Gary Overfelt, tobacco, Winston-Salem; Area Sales Representative J.E. Perry, tobacco, central Jersey; Area Sales Representative Julie Sanders, tobacco, Winston-Salem; Sales Representative Karl Sillers, Planters, Charlotte, N.C.; and Area Sales Representative P.R. Trombley, tobacco, East Cleveland.

# Retirees attend annual meeting

**When Q.Q. Brown (center), who retired as Chattanooga, Tenn., division manager in 1981, and F.J. Hixson (right), who retired from the Chattanooga division in 1985, attended the annual meeting of RJR Nabisco, Inc. May 4 in Atlanta, they got more than they bargained for. They not only met Edward A. Horrigan, vice chairman of RJR Nabisco and chairman and chief executive officer of R.J. Reynolds Tobacco Co., they also got worldwide exposure as this photo was reproduced in the first quarter 1988 report sent to all company stockholders.**

# Military sales operation reorganized

The military sales operation of RJR Sales Co. has been reorganized to enhance the effectiveness of programs for the sale of Reynolds Tobacco cigarettes and Planters LifeSavers products to military stores nationwide.

As part of the reorganization, RJR Sales Co. field sales employees have assumed responsibility for the sale of Planters LifeSavers products to military stores nationwide. These sales formerly were handled by brokers.

Two new positions have been created by the reorganization. Three regional managers – military sales have been named for the eastern, central and western regions. They are responsible for calling on military headquarters points in their assigned areas, selling both tobacco and Planters LifeSavers products.

The regional managers – military sales are E. Carroll Wheedleton in the eastern region, based in Falls Church, Va.; Phil N. Baker in the central region, based in San Antonio, Texas; and Mike V. McGinn in the western region, based in San Francisco.

Also, 11 military sales managers have been assigned to call on commissaries and exchanges in markets with a heavy concentration of military installations. The military sales managers sell both tobacco and Planters LifeSavers products, and report to tobacco products division managers in their areas.

In other areas, RJR Sales tobacco sales representatives call on military stores, selling tobacco products; and confectionery and snacks representatives call on military outlets, selling Planters LifeSavers products. R.J. Reynolds Tobacco International, Inc. personnel are responsible for the sale of Planters LifeSavers products to military stores and naval vessels overseas.



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Source: https://www.industrydocuments.ucsf.edu/docs/tnfn0000

# PROMOTIONS & APPOINTMENTS

**David Abbruzzese** has been promoted to national manager – merchandising in the home office.

Abbruzzese joined the confectionery and snacks division of Planters Life-Savers as a sales representative in 1980. He was promoted to retail sales manager in the New York metro division in 1985.

**D.R. Esposito** has been promoted to national sales materials manager – merchandising in the home office.

Esposito joined the company in 1967 as a sales representative in the Atlanta division. He was promoted to assistant division manager in the Greenville, S.C., division in 1969 and to division manager in the South Atlanta division in 1971. Esposito joined the home office staff in 1972 and has held a number of managerial positions in marketing and promotion.

**To special resources manager: Rosalyn B. Little**, North Atlanta division; **Donald G. Ohland**, Oakland, Calif., division; **Morgan M. Singel**, Central Chicago division; **Teresa A. Weltzin**, Milwaukee division; **Mary L. Carroll**, Kansas City, Mo., division.

**To military sales manager: Edward Rosas**, South Jersey division; P.F. Kelly, Baltimore division; **C.R. Jackman**, Jacksonville, Fla., division; **J.C. Skinner**, Mobile, Ala., division; **J.B. Wharton**, Norfolk, Va., division; **R.J. Cox**, San Antonio, Texas, division; **J.M. Summers**, San Diego division.

**Steve Murray** has been promoted to national manager – merchandising in the home office.

Murray joined Standard Brands as a sales representative in the New York district in 1976 and was promoted to retail supervisor the following year. He was promoted to division manager – specialty sales for Nabisco Brands in 1980 and to division manager – drug/mass merchandising in the New York division in 1981. Murray became division manager – broker sales in Syracuse, N.Y., in 1984 and was promoted to merchandising manager – Northeast broker sales in 1986 and to regional marketing manager – Planters Northeast region last year.

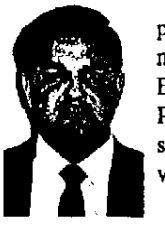
**Bruce O. Bailey** has been promoted to chain accounts manager in the Sacramento, Calif., chain division.

Bailey joined the company in 1973 as a sales representative in the Pasadena, Calif., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the San Jose, Calif., division in 1982 and to division manager in the Sacramento, Calif., division in 1984.

**To account manager: Michael J. Harris**, Newark, N.J., district; **John F. Kennington**, New York district; **Daryl A. Sheffield**, Columbia, S.C., district; **Gloria A. Wolf**, Kansas City, Kan., district; **Karen L. Lemke**, Los Angeles division.

**To vending account manager: Jesse K. Bryant**, Northeast vending region; **Steve J. Zitta**, Southwest vending region; **R.J. Rzepecki**, Denver vending district.

**To senior transportation analyst – traffic and distribution, home office: Nancy S. McGlamory, Larry E. Hanson, Harold A. Elmore.**



**L.M. Pelton** has been promoted to division manager in the West Palm Beach, Fla., division. Pelton was assistant division manager in that division.

**To training and development manager: Joe A. Naranjo**, Corpus Christi, Texas, division; **Daniel J. Hammel**, North Chicago division; **Julio R. Santiago**, Miami division; **Mikah A. Williams**, Raleigh, N.C., division; **Sherry H. Wilkins**, Eastern North Carolina division; **Ruth C. Jagers**, South Atlanta division; **Dennis Hightower**, Macon, Ga., division; **James D. Lucas**, West Cleveland division; **Robert S. Vaughter**, Norfolk, Va., division; **Kevin C. Satchell**, Charleston, W.Va., division; **John M. Deener**, Dallas division; **Noshir M. Challa**, West Houston division; **Mark S. Goring**, Evansville, Ind., division.

**To special accounts manager: Stefan Majer**, Philadelphia division; **Patrick F. Killoran**, South Boston division; **Raymond L. Noonan Jr.**, South Jersey division; **John J. Bacon Jr.**, Baltimore division; **Kevin L. Fidalgo**, South Atlanta division; **Dana C. Malcom**, Riverside, Calif., division; **Nancy L. Berberian**, North Seattle division; **Tandy H. Franklin**, East Chicago division.

**To key account manager: Robert J. Gallaghan**, New York division; **Tracy L. Hartman**, Detroit division; **Greg L. Peter**, Kansas City, Kan., division; **Cheryl A. Patterson**, Atlanta division; **Geoffrey G. Snow**, Boston division.

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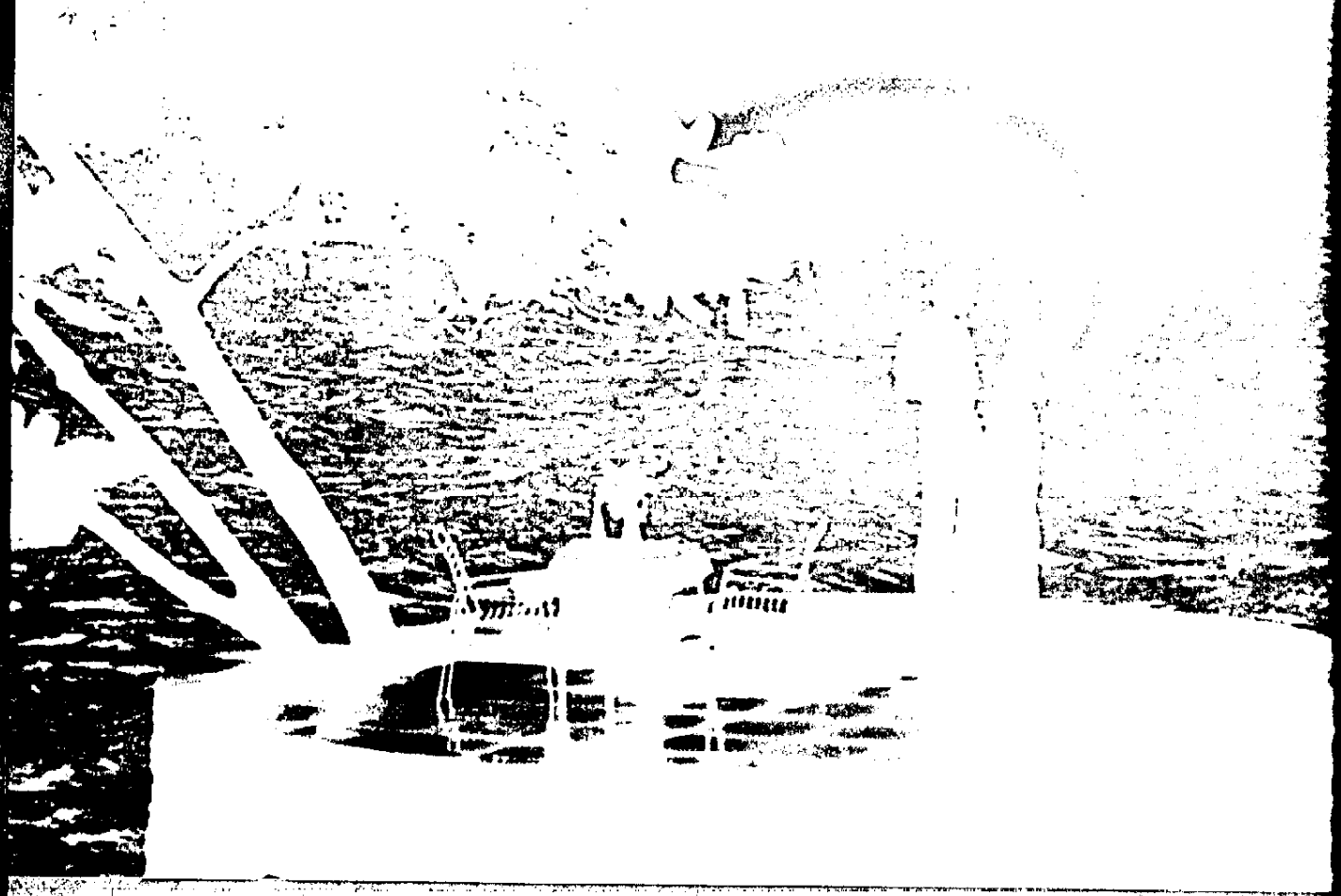
The weekend getaway.
After racing against the clock all week, it's nice to go where time stands still.
Where the sights and sounds of city life just seem to melt away.
We can help you get there. We reward people who reach their sales goals.
Keep at it. It's only a matter of time.

# The reward...*just over the rainbow.*



SALES
MERCHANDISER

BULK RATE
U.S. POSTAGE
PAID
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